Estimate Number

101

Rate Type \$100.00 NM

INVOICE

Advertiser



WXII 700 Coliseum Drive Winston-Salem, NC 27106 Main: (336)721-9944 Billing: (410)338-6432

Invoice # Invoice Date Invoice Month Invoice Period 09/09/12 938082-1 September 2012 08/27/12 - 09/03/12

Station **Account Executive** Sales Office Sales Region WXII Fran Berg Eagle-Washingt National

95

Advertiser Ref

Product

9912856

Agency Ref

www.wxii12.com

Billing Address:

Greer Margolis Mitchell Burns Attention: Accounts Payable 1010 Wisconsin Ave, Suite 800

Washington, DC 20007

Obama/D/President SKED A 1523 Flight Dates Order # Alt Order# 938082 08/28/12 - 09/03/12 07893645 Billing Type Billing Calendar Deal # Broadcast Cash Special Handling IDB# Advertiser Code Product Code

Send Payment To: WXII PO Box 26888 Lehigh Valley, PA 18002-6888

Spots: # Ch Day Air Date

1 WXII Tu 08/28/12

Air Time Description

10:57 AM NBC Today Show II

ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
1	08/28/12	08/31/12	NBC Today Show	7-9am	-TWTF	:30	3	\$800.00	NM	
	Weeks:	Start Date 08/27/12	End Date MTWTFSS 09/02/12 -TWTF	Spots/Week	Rate					
	Spots: # Ch			3	\$800.00 Stat/End Time	Longi	- Ad ID			Data Time
	3pots. <u>#</u> Cil		<u>Date Air Time Descri</u> /29/12 8:29 AM NBC 1		Start/End Time 7-9am		<u>h Ad-ID</u> D 0FA12G102	и		Rate Type \$800.00 NM
	2 W		/30/12 8:49 AM NBC 1	•	7-9am 7-9am		O OFA12G102			
				•			•			\$800.00 NM
	3 44/	KII F UB	/31/12 8:36 AM NBC T	oday Snow	7-9am	:3	OFA12A093	н		\$800.00 NM
2	08/28/12	08/31/12	M-F WXII News @ 430	Da 430a-5a	-TWTF	:30	2	\$50.00	NM	
	Weeks:	Start Date 08/27/12	End Date MTWTFSS 09/02/12 -TWTF	Spots/Week 2	<u>Rate</u> \$50.00					
	Spots: # Ch	n <u>Day Air</u>	Date Air Time Descri	iption	Start/End Time	Lengt	n Ad-ID			Rate Type
	2 W		/28/12 4:39 AM M-F W	/XII News @ 430a	430a-5a	:3	0 OFA12G102	н		\$50.00 NM
	1 W	XII W 08	/29/12 4:54 AM M-F W	XII News @ 430a	430a-5a	:3) OFA12G102	н		\$50.00 NM
3	09/02/12	09/02/12	NBC Sunday Today	8-9am	S	:30	1	\$600.00	NM	
	Weeks:	Start Date 08/27/12	End Date MTWTFSS 09/02/12S	Spots/Week 1	Rate \$600.00					
	Spots: # Ch	n <u>Day Air</u>	Date Air Time Descri	iption	Start/End Time	Lengti	h Ad-ID			Rate Type
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4	08/28/12	08/31/12	Live with Regis & Kelly	9-10AM	-TWTF	:30	4	\$250.00	NM	
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				rith Regis & Kelly	9-10AM		O OFA12G102			\$250.00 NM
- 5	08/28/12	08/31/12	NBC Today Show II	10A-12N	-TWTF	:30	4	\$100.00	NM	
	Weeks:	Start Date 08/27/12	End Date MTWTFSS 09/02/12 -TWTF	Spots/Week 4	<u>Rate</u> \$100.00	-				

Start/End Time

10A-12N

Length Ad-ID

:30 OFA12G102H

INVOICE

Send Payment To:

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_	Estimate Number	द्ध	uborq	Advertiser
Ī	21/20/60 - 21/12/80	September 2012	21/60/60	1-28082-1
_	Invoice Period	Invoice Month	Invoice Date	Invoice #

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eqyT etsA						Rate	SpotsWeek	Weeks: Start Date End Date MTMTFSS
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INVOICE



Send Payment To:
WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
938082-1	09/09/12	September 2012	08/27/12 - 09/03/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A	1523

www.wxii12.com

ne Start Date	End Da	ite Des	cription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
11 08/28/12	08/31/1	2 M-F	WXII 12 News @	5 p 5-6pm	-TWTF	:30	4	\$600.00	NM	
Spots: # Ch		Air Date	Air Time Descr		Start/End Time		Ad-ID	-		Rate Tyr
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12 09/03/12	09/03/1	2 M-F	WXII 12 News @	5 p 5-6pm	M	:30	1	\$600.00	NM	
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17 08/28/12	08/31/1	2 Insid	de Edition	7-730pm	-TWTF	:30	3	\$800.00	NM	
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7 ***				ferms and Conditions which ca	•		_		dvertiser:	

INVOICE



Send Payment To: WXII PO Box 26888 Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
938082-1	09/09/12	September 2012	08/27/12 - 09/03/12
	-		
Advertiser	Prod	uct	Estimate Number

www.wxii12.com

ine Start Date	End Dai	a Desc	cription	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
18 08/28/12	08/31/1		rtainment Tonight	730-8pm	-TWTF	:30	4	\$600.00	NM	
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1 W	XII Tu	08/28/12	9:40 PM AGT		8-10P	:3	0 OFA12A09	13H		\$2,800.00 NM
21 08/28/12	09/02/1	2 M-St	WXII 12 News @	1:11-1135pm	-TWTFSS	:30	3	\$800.00	NM	
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Spots: # Cl		Air Date	Air Time Descript	<u>tion</u>	Start/End Time	Lengt	th Ad-ID			Rate Type
1 W		08/28/12		XII 12 News @ 11 pm	•		0 OFA12G10			\$800.00 NA
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					Total Spots		51			

3	7	0 D						Gross Tota	!	\$25,050.00
Payment To	erms 3	ט טays	•				Agenc	y Commission	!	\$3,757.50
							<u>Ne</u>	t Amount Due	!	\$21,292.50